

ROBUST DESIGN STRATEGIC IN THE CONCEPT SELECTION OF NEW PRODUCT DEVELOPMENT; CASE STUDY PEDESTAL GUIDE DESIGN

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ABSTRACT

In the concept selection of new product development is not uncommon for more than one design team to be involved. Often these teams are formed along disciplinary lines, each responsible for the design of a single part (subsystem) of the overall system.

Generally, the problem off the concept selection of new product development, quit possibly, each subsystem has it own goals and constraints that must be satisfied along with the system-level goals and constraints. The goals of the individual subsystems might be contradictory. This paper will be solved the problems modification of pedestal guide design. There are many disciplinary in the modification of pedestal guide design; structure, material, cost, manufacturing process, strength, and maintenance. Actually that disciplinary will be contradiction. That problem will be solved with Robust Design Strategic especially in the concept selection of new product development. In addition, this paper concerned with minimizing the effect of uncertainty or variation in design parameters in the concept selection.

The strategy developed in this study can be used to help designer team in the concept selection process with minimizing effect of uncertainty or variation in design parameters.

Keyword: robust, design, concept, selection